

*Winston*



Amerada Hess Corporation

*RJ Reynolds*  
Tobacco Company

# Positioning: No Bull

## Heart

- Straight Up
- True to Oneself
- Reject Artificiality



## Head

- No Additives
- No Artificial Ingredients
- 100% Tobacco, True Taste

Winston - No Bull

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# ***National Introduction - August 4***



- Start to arrive at Retail as early as June 2
- Repositioning - No Bull Brand
  - Only leading Brand with no artificial ingredients and no additives
  - New Pack design

Winston - No Bull

# Test Market Results

Florida Approximately 1 year



- Significant Incremental Share Gain
- Greater than 50% of competitive adult smokers think Winston No Bull is better
- Greater than 90% of franchise adult smokers think Winston No Bull is better
- Box Brands - 65% of Winston test market growth
  - 80% of 21 to 24 year old prefer Box
  - 60% of 25 to 34 year old prefer Box

*Winston - No Bull*



## *Consumer Communications*

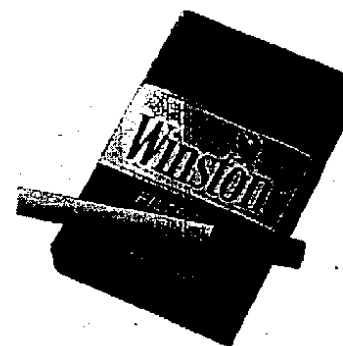
- Three weeks prior to distribution, a carton insert will be put in current **Winston** cartons
- Impactful POS/PDI will be available at retail
- While in retail accounts, RJR reps will communicate one on one with competitive adult smokers encountered



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## *Rotation*



CURRENT



NEW

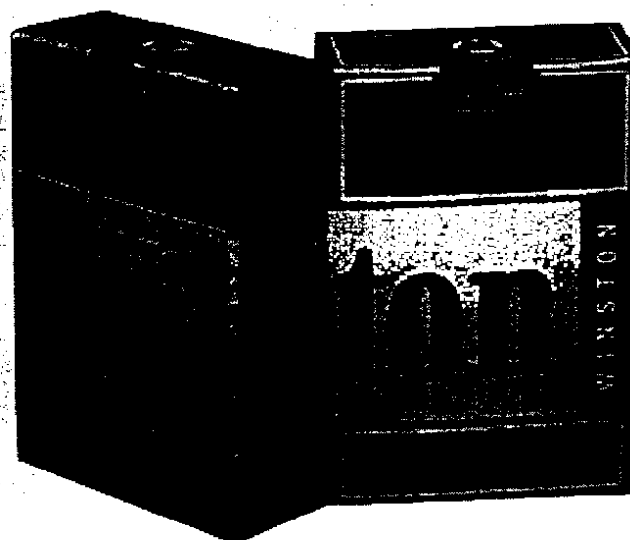
- Rotate current **Winston** to top - Sell First
  - Do not display No Bull **Winston** until current **Winston** is sold
  - Beginning August 4, RJR Reps will arrange to return all current packaging to wholesale
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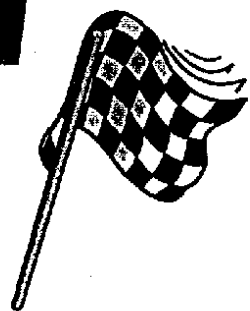
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# *RJR Displays*

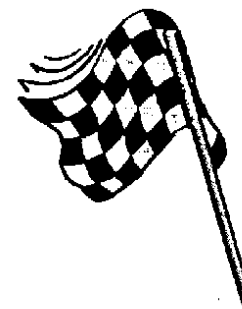
● Winston product will be 100% Box!





# *No Bull Sweepstakes*

## *300 Winston Racing Jackets*



- RJR Reps will have Entry Forms
  - Retailers / Clerks must be 21 years old or older (will be verified by RJR Rep)
  - Answer 5 questions on New No Bull Winston Proposition
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Winston - No Bull

# Winston Promotions

\*\*\* No Bull \*\*\*

- August-----Buy 2 packs, get 2 packs free  
*Delivery - Week of August 4*
  - September-----Buy 2 packs, get 2 lighters free  
*Delivery - Week of September 1*
  - October-----Buy 2 packs, get a free hat  
*Delivery - Week of September 29*
  - December-----Buy 2 packs, get a free premium (TBD)  
*Delivery - Week of December 1*
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